

**SYSTEM, METHOD, AND COMPUTER
PROGRAM PRODUCT FOR INCREASING THE
EFFECTIVENESS OF CUSTOMER CONTACT STRATEGIES**

Abstract

A method for selecting an optimal set of events to be performed, where each event has a value, such as an expected gain, and where the selection of any event reduces or leaves unchanged the value of unselected events. The list of events is sorted, in full, once, based on the event values and then, on the occurrence of a predetermined trigger, the first event in the list is selected. Any changes to the unselected event values are effected, and then, rather than resorting the entire list of remaining events, the highest-valued unselected event is moved to the top without having to sort the entire list. This is accomplished by performing a truncated sort that relies on the fact that all of the values in the list beneath the first value will be either reduced or remain the same, but will never get larger.